

ORDER

KSNV

Orders**Order / Rev:**

101891

Alt Order #:

06815349

Product Desc:

OCEGUERA 4 CONGRESS

Estimate:

1187

Flight Dates:

10/16/12 - 10/22/12

Original Date / Rev:

05/21/12 / 09/19/12

Order Type:

GENERAL

Primary AE:

Amy McCreary

Sales Office:

BLPHI

Sales Region:

National

Agency**Name:**

GMMB, Inc./ Washington D.C.

Buying Contact:**Billing Contact:**

Washington Harbor

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser**Name:**

Oceguera for Congress

-Revised

Demographic:

A35+

Product Codes:

PLC02

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:**Order Separation:**

00:05:00

Advertiser External ID:**Agency External ID:****Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	70	\$22,945.00	\$19,503.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$22,945.00	\$19,503.25	0.00
Totals	70	\$22,945.00	\$19,503.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$22,945.00
Market	100%	\$114,725.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$29,828.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$24,092.25
KTUD	1%	\$1,147.25
KVVU	22%	\$25,239.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,472.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$135.00		0.00				

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Advertiser: Ocegura for Congress
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$135.00		0.00			
E 2	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$275.00		0.00			
E 3	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$300.00		0.00			
E 4	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$225.00		0.00			
E 5	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$175.00		0.00			
E 6	KSNV	10/21/12	10/21/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$340.00		0.00			
E 7	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.004		0.00	NM	3	\$450.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$150.00		0.00			
E 8	KSNV	10/16/12	10/22/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$100.00		0.00			
E 9	KSNV	10/16/12	10/22/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.004		0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$100.00		0.00			
E 10	KSNV	10/16/12	10/22/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$150.00		0.00			
E 11	KSNV	10/16/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$100.00		0.00			
E 12	KSNV	10/16/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$175.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	4-430p	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 at 4 (1/2 hr) News 3 at 4 FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 3 \$250.00 0.00															
E 14	KSNV	10/16/12	10/22/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 3 \$250.00 0.00															
E 15	KSNV	10/16/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.003		0.00	NM	5	\$1,875.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 5 \$375.00 0.00															
E 16	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$350.003		0.00	NM	4	\$1,400.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 4 \$350.00 0.00															
E 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$225.004		0.00	NM	4	\$900.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 4 \$225.00 0.00															
E 18	KSNV	10/20/12	10/20/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$150.00 0.00															
E 19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$135.004		0.00	NM	1	\$135.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$135.00 0.00															
E 20	KSNV	10/16/12	10/16/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$950.003		0.00	NM	1	\$950.00
THE BIGGEST LOSER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$950.00 0.00															
E 21	KSNV	10/17/12	10/17/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$950.003		0.00	NM	1	\$950.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$950.00 0.00															
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$1,000.003		0.00	NM	1	\$1,000.00
THE OFFICE/ UP ALL NIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$1,000.00 0.00															
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$350.00 0.00															
E 24	KSNV	10/21/12	10/21/12	Sun PR 10-11p Sunday Prim 10-11pm	CM	10-11pm	-----S	:30	1	\$300.003		0.00	NM	1	\$300.00
LAW & ORDER AFTER NFL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$300.00 0.00															
E 25	KSNV	10/16/12	10/22/12		CM	11pm-1135pm	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$375.00		0.00			
E 26	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					1	\$350.00		0.00			
E 27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$350.00	3	0.00	NM	1	\$350.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$350.00		0.00			
E 28	KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$185.00	3	0.00	NM	3	\$555.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$185.00		0.00			
E 29	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.00	3	0.00	NM	1	\$450.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					1	\$450.00		0.00			
E 30	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: PITT @ CIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$4,000.00		0.00			
													Totals	70	\$22,945.00